

2021/22

CHAPEL HILL

HILLSBOROUGH & CARRBORO

ANNUAL REPORT

BRINGING BACK TRAVEL & TOURISM

Positively impacting the local economy, welcoming visitors, promoting our hospitality industry and serving Chapel Hill, Carrboro, Hillsborough and Orange County, NC.

2021 2022



Mark Bell, Chairman Chapel Hill/Orange County Visitors Bureau Board of Directors

LETTER FROM THE CHAIRMAN OF THE BOARD

The past year has provided many opportunities for the Chapel Hill/Orange County Visitors Bureau. Step by step, we have worked through both successes and challenges together, and emerged with an impressive show of accomplishments. As an elected official on the Hillsborough Town Board, I am impressed by the ability of the hospitality industry of Orange County to adapt

positively to change. In my tenure as Chairman, the Visitors Bureau has seen alterations in our budget, in the economy, and in consumer behaviors. Our staff and board view changing data and trends each month and despite the challenges we've all faced in the recent past, Chapel Hill, Carrboro and Hillsborough businesses continue to chart a steady growth.

+51%
INCREASE IN SPENDING
FROM VISITORS

ACCORDING TO VISIT NORTH CAROLINA, ORANGE COUNTY EXPERIENCED A 51 PERCENT INCREASE IN SPENDING FROM DOMESTIC AND INTERNATIONAL VISITORS IN 2021 FOR A TOTAL OF MORE THAN \$194 MILLION. THAT OUTPACES THE PERCENT INCREASE SPENDING ACROSS NORTH CAROLINA, WHICH WAS NEARLY 45 PERCENT THIS LAST YEAR COMPARED TO 2020.

Orange County's economic survival relies on bringing visitors to our towns. I am proud to be part of an organization that provides such a powerful and necessary service. I encourage you to read through this year's report and appreciate how the Chapel Hill/Orange County Visitors Bureau equals success for our communities.

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WHO WE ARE

The Chapel Hill/Orange County Visitors Bureau is a department of Orange County, NC government and serves as the Official accredited Destination Marketing Organization (DMO) for Chapel Hill and the communities of Orange County.

OUR MISSION

To market Orange County, NC in collaboration with community stakeholders; to attract and serve visitors; and to positively impact the local economy and quality of life.

OUR VISION

To establish and promote Orange County as a premier place to visit; and a conference destination.

CHAPEL HILL

HILLSBOROUGH & CARRBORO

ORANGE COUNTY VISITORS BUREAU

308 W. Franklin Street
Chapel Hill, NC 27516
(919) 245-4320
info@visitchapelhill.org

Monday - Friday, 8:30am - 5pm
Saturday, 10am - 3pm

WWW.VISITCHAPELHILL.ORG

f [visitchapelhill](https://www.facebook.com/visitchapelhill)
t [@visitchapelhill](https://twitter.com/visitchapelhill)
i [@visitchapelhill](https://www.instagram.com/visitchapelhill)



BOARD OF DIRECTORS

July 1, 2021 - June 30, 2022

Mark Bell, Chair, Town of Hillsborough
Manish Atma, The Chamber for a Greater Chapel Hill-Carrboro
Heidi Werner Dawson, Orange County Hotels
Karen DeHart, North Carolina High School Athletic Association
Lili Engelhardt, At-Large
Lisa Ganzzermiller, Orange County Hotels
Sharon Hill, Orange County Economic Development Commission
Earl McKee, Board of Orange County Commissioners
Tanya Moore, University of North Carolina
Beverly Payne, Alliance for Historic Hillsborough
Mayor Damon Seils, Town of Carrboro
Karen Stegman, Town of Chapel Hill
Aubrey Williams, Hillsborough/Orange County Chamber of Commerce
Shannan Campbell, Town of Hillsborough Economic Development, Ex-Officio
Anita Spring Council, Town of Chapel Hill Economic Development, Ex-Officio
Matt Gladdek, Chapel Hill Downtown Partnership, Ex-Officio
Jon Hartman-Brown, Town of Carrboro Economic Development, Ex-Officio

OTHERS WHO SERVED DURING THE 2021-22 TIME FRAME

Anthony Carey, Kayla Dempsey, Chapel Hill Mayor Pam Hemminger, Carrboro Mayor Lydia Lavelle, Daniel Mayer, Mark Sherburne, Orange County Commissioner Sally Greene

ORANGE COUNTY COMMISSIONERS (AS OF 6/30/22)

Renee Price, Chair
Jamezetta Bedford, Vice-Chair
Amy Fowler
Sally Greene
Jean Hamilton
Earl McKee
Anna Richards

VISITORS BUREAU STAFF

Laurie Paolicelli, Executive Director
Mary Salvarezza, Administrative Support II
Marlene Barbera, Sales Director
Patty Griffin, Communications Director
Tina Fuller, Website/Social Media Coordinator
Susan Rice, Welcome Center Coordinator
Bobbi Wilkins, Saturday Receptionist
(As of December 2022)

let curiosity
lead you here

ECONOMIC IMPACT

OF TRAVEL TO ORANGE COUNTY*



**\$194.81
MILLION
SPENT**

By domestic and international visitors to and within Orange County in 2021, up 51.7% from 2020.



**1,514
JOBS
CREATED**

Jobs in Orange County directly attributable to travel and tourism.



**\$53.4
MILLION
PAYROLL**

Travel generated payroll.



**\$15.2
MILLION
TAX REVENUE
GENERATED**

State tax revenue generated \$8.3 million, while local taxes generated \$6.9 million.

VISITOR SPENDING BY SECTOR

20%

LODGING

38%

FOOD & BEVERAGE

14.9%

RECREATION

8.4%

RETAIL

18.7%

TRANSPORT

*Statistics are from the "Economic Impact of Travel on North Carolina Counties 2018," which was prepared for Visit North Carolina by the U.S. Travel Association.

HOTEL OCCUPANCY STATISTICS

	2021 - 22	2020 - 21	% CHANGE
OCCUPANCY	59.6%	49.4%	+20.8%
A.D.R.	\$141.32	\$95.04	+48.7%
REVPAR	\$84.28	\$46.91	+ 79.9%
SUPPLY	554,716	524,762	+5.7%
DEMAND	330,814	259,020	+27.7%
ROOM REV	\$46.75 million	\$24.61million	+89.9%

OCCUPANCY:
Percentage of rooms occupied.

AVERAGE DAILY RATE:
Room revenue divided by rooms sold.

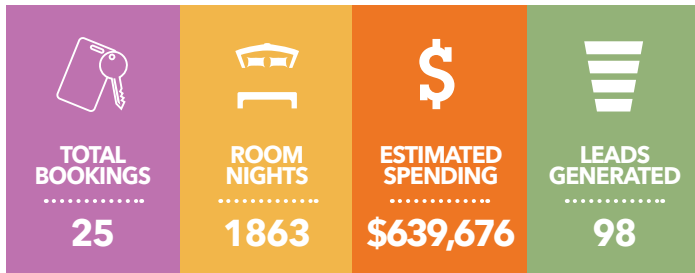
REVENUE PER AVAILABLE ROOM:
Room revenue divided by rooms available.

SUPPLY (ROOMS AVAILABLE):
The number of rooms times the number of days in the period.

DEMAND (ROOMS SOLD):
The number of rooms sold or rented (excludes complimentary rooms.)

ROOM REV:
Total revenue generated from the sale or rental of rooms.

SALES NUMBERS



BOOKINGS BY MARKET



LEAD GENERATION

The sales department worked with R&G Business Development Solutions. This lead generation company contacted meeting planners in our database to see if they were currently sourcing for any business. Sales team followed up with all planners about potential business. We sent each contact detailed information on the destination based on their sourcing needs, our meetings video and the new 2022 Venue Look Book.

ONLINE SALES PROMOTIONS

- Meeting/Conference Campaign launch.
- Created new 2022 Venue Look Book.
- Promoted Orange County's destination highlights on LinkedIn spotlighting reasons event planners would want to visit or book a conference in Orange County.
- Dynamic redesign made to www.visitchapelhill.org/meetings/.

WORKING WITH AND PROMOTING ORANGE COUNTY HOTELS & MEETING SITES

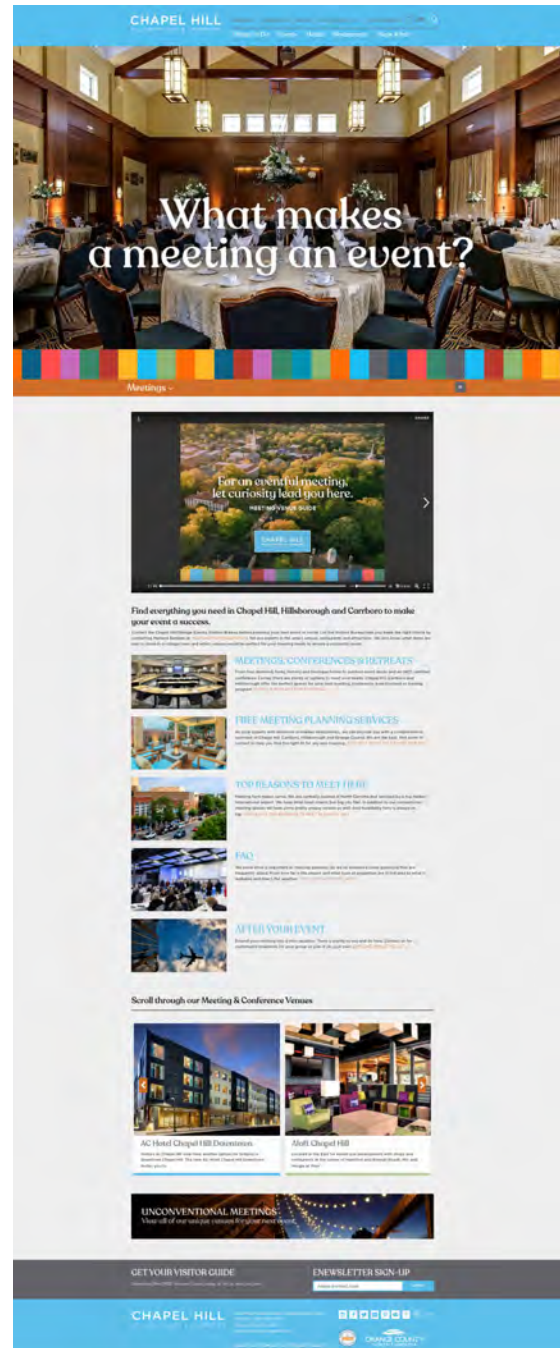
- Engagement and event planning with local hoteliers, including idea shares with hotel director of sales representatives.
- Produced new Meetings Video [>WATCH VIDEO NOW.](#)
- Attended Association Executives of North Carolina (AENC) Winter conference.

COMMUNITY PROMOTIONS

- Planned and implemented Grand Opening Event of the new Welcome Center, attracting 100 local leaders for tours, food, music and celebration.

BUREAU'S TRAVEL & TOURISM RELATED MEMBERSHIPS

- Destinations International and Accreditation.
- National Coalition of Black Meeting Planners.
- North Carolina Travel & Tourism Coalition.
- North Carolina Restaurant & Lodging Association.



Public Relations & Communications

The Chapel Hill/Orange County Visitors Bureau tells the story of our destination to garner positive publicity and media exposure for the community while promoting our tourism amenities.



25,000

PIECES OF PRINTED MATERIALS DISTRIBUTED

Sample Of Destination Media Stories

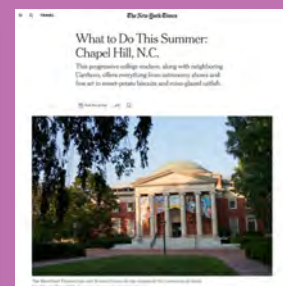
- **NEW YORK TIMES:**
What to Do in the Summer in Chapel Hill, NC
- **SOUTHERN LIVING:**
The South's Best College Towns
- **SOUTHBOUND MAGAZINE:**
Hit the Culinary and Cultural Highlights of Chapel Hill, North Carolina
- **OUR STATE MAGAZINE:**
The Sound of Summer in Orange County
- **RECREATION NEWS:**
Chapel Hill in North Carolina Offers Something for Everyone
- **NORTH CAROLINA WEEKEND:**
PBSNC story The Colonial Inn
- **TRAVEL + LEISURE:**
12 Best Small Towns in North Carolina includes Hillsborough
- **AAA:**
10 College Towns Worth Exploring
- **TRAVELAWAITS.COM:**
How to Spend a Long Weekend in Beautiful Chapel Hill, North Carolina
- **PRIDE JOURNEYS:**
Springtime in Chapel Hill, NC
- **24/7 TEMPO:**
Best American Small Towns for the Arts includes Carrboro
- **NCTRIPPING.COM:**
13 of the Most Interesting Historic Towns in North Carolina includes Hillsborough

New Publications Produced

- **WELCOME BACK GUIDE 2021-2022** – brochure
- **TOP 50 THINGS TO DO/ REASONS TO LOVE ORANGE COUNTY** – PDF /digital
- **NEW 35 THINGS TO DO IN ORANGE COUNTY** – PDF /digital
- **RESTAURANTS OF ORANGE COUNTY** – map pad
- **SPECIAL EVENT FLYERS/ PROMOS**
 - What's Open in the Spring
 - What's Open in the Summer
 - Thanksgiving Dining
 - Holiday Dining and Events

Media Relations

- Met directly with 18 travel writers, freelancers and bloggers from local, regional and national outlets at media mission or visiting our destination.
- Attended VisitNC Media Mission in Raleigh, October 19, 2021 and the Society of American Travel Writers Eastern Chapter Conference, in Winston-Salem, June 12-15, 2022.
- Sent 16 tourism press releases.
- Directly assisted 133 journalists on their Orange County stories during the year.
- 247 Orange County editorial stories appeared.



Marketing & Advertising

The Visitors Bureau marketing team communities with its key audiences directly through social media, our website, e-communications and more.

PROMOTIONAL MARKETING CAMPAIGNS:

- Summer visitor advertising campaign featuring music, cocktails/mocktails, beer and the outdoors which ran through September.
- Fall/Winter **"Let Curiosity Lead You Here Campaign"** which encouraged overnight visitation and exploration.
- Special Winter 2021/22 Campaign **"Sights Lights & Bites"** website featuring winter events, light displays and cozy winter dining with heaters/firepits and drinks options.
- **"Just Do You"** video.
- **Meetings Campaign** began in March 2022.
- Facebook/Instagram **Pride Month** events campaign with links to Bureau LGBTQ+ website page. Provided Rainbow Ram and bracelets for the Pride Parade/Dance Party/Food Truck event. Sent press release on Carrboro and Chapel Hill Celebrate LGBTQ+ Pride Month in June.

WEBSITE UPDATES/NEW DESIGNED PAGES:

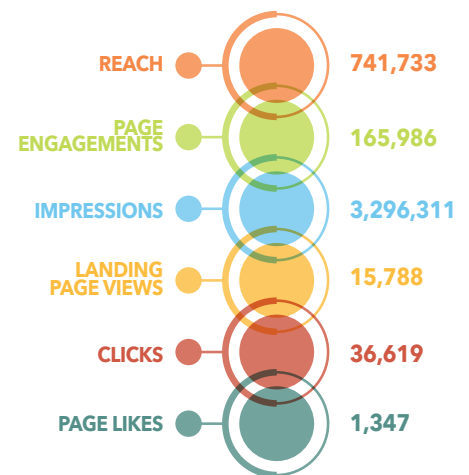
- Orange County's Black Community section with links to www.chapelhilldiversity.com
- ADA accessible restaurants list.
- New itineraries page.
- LGBTQ+ page.
- New Meetings page.
- 12 Ways to Enjoy Chapel Hill and Orange County page.
- 17 Blogs written during year.

THREE NEWSLETTERS

Distributed monthly to 5,256 stakeholders and subscribers.

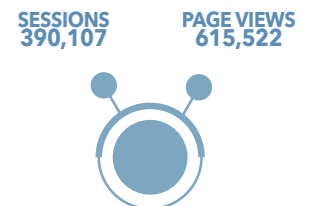
- **"Orange Slices"**
- **"Tourism By the Numbers"**
- **"Check It Out"**

PAID AD CAMPAIGN NUMBERS

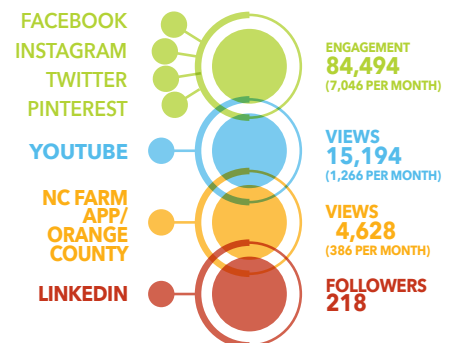


WEBSITE NUMBERS

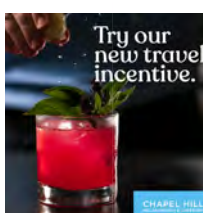
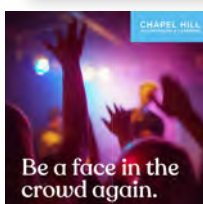
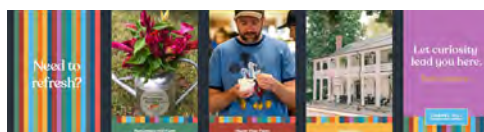
WWW.VISITCHAPELHILL.ORG



SOCIAL MEDIA NUMBERS



VISITORS NUMBERS



Our New Welcome Center

The Chapel Hill/Orange County Visitors Bureau moved into a new home in March 2022.

After 25 years in the Bentley Building at 501 West Franklin Street, the new Chapel Hill/Orange County Welcome Center opened its doors at 308 West Franklin Street and celebrated a grand opening party in May.

Drop by and see the welcome video from singer/songwriter James Taylor who encourages you to "check out one of my favorite places on the planet, Chapel Hill."

Open Monday - Friday, 8:30am - 5pm
and on Saturday, 10am - 3pm.
Free Welcome Center parking next to building

Our New Diversity Website

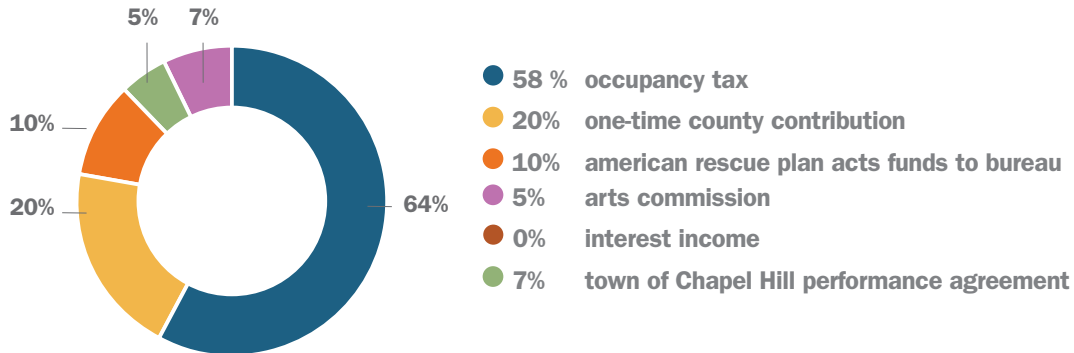
Chapel Hill Diversity was created as a tool and resource to help support, promote, and connect BIPOC (Black, Indigenous, and People of Color) businesses in the Orange County, North Carolina communities of Chapel Hill, Carrboro and Hillsborough North Carolina. Also read the latest news and feature stories highlighting the people that make up our communities.

Visit www.chapelhilldiversity.com

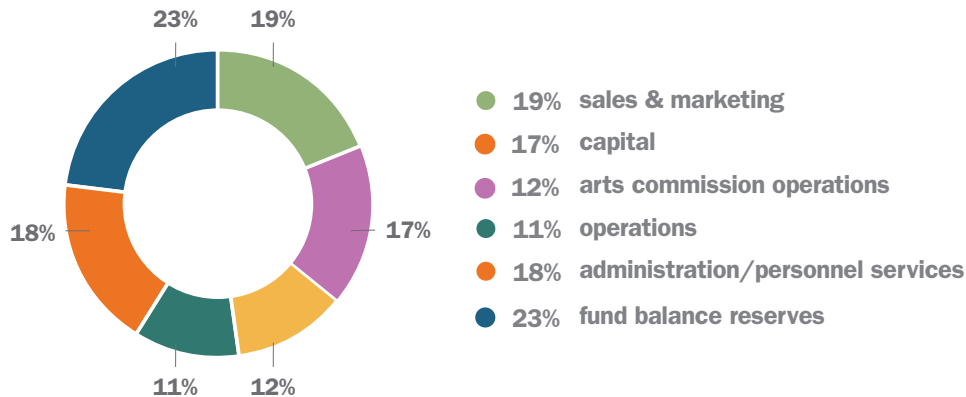


FINANCIALS 2021/2022

The Chapel Hill/Orange County Visitors Bureau is funded through the accommodations occupancy taxes collected by Orange County, NC. The Visitors Bureau receives an annual financial audit which highlights our county's internal control policies and prudent use of funds.



OCCUPANCY TAX	\$1,661,844	58%
ONE-TIME COUNTY CONTRIBUTION	\$560,000	20%
AMERICAN RESCUE PLAN ACTS FUNDS TO BUREAU	\$299,286	10%
ARTS COMMISSION	\$142,384	5%
TOWN OF CHAPEL HILL PERFORMANCE AGREEMENT	\$203,500	7%
INTEREST INCOME	\$59	0%
TOTAL REVENUES:	\$2,867,073	



SALES & MARKETING	\$545,328	19%
CAPITAL	\$493,711	17%
ARTS COMMISSION OPERATIONS	\$347,152	12%
OPERATIONS	\$306,709	11%
ADMINISTRATION/PERSONNEL	\$526,520	18%
FUND BALANCE RESERVES	\$647,653	23%
TOTAL EXPENDITURES	\$2,867,787	

Revenues earned over expenditures are being used to restore fund balance to pre-covid fund stability.

CHAPEL HILL
HILLSBOROUGH & CARRBORO

WELCOME CENTER

**DO
KNOW
MORE.**

COME INSIDE TO FIND:



Chapel Hill travel information



Carrboro & Hillsborough
information



Area maps



Visitor guides



Restaurant information



List of local hotels



Videos featuring local people,
places, athletes & musicians



Walking tours on select Fridays



Wedding & event assistance



Public restrooms



Charging stations